

AGENDA

Thursday, September 13		Day 1 - Keynotes, Breakout Sessions & Reception
7:30 am – 8:30 am		Registration and continental breakfast
8:30 am – 9:00 am		Welcome – Opening Remarks
9:00 am – 10:15 am		Keynote – Connect by Understanding Others Dr. Kimberly Alyn
10:15 am – 11:15 am	Breakout Sessions	Social Media and the Law Kellie Lieurance, JD
		The Future of HR: What's Next for the Profession? Nancy Conway, SPHR
		Lean but Agile: Rethink Workforce Planning & Gain a True Competitive Edge
		Jim Graber, PhD & Rick Ginie, MA
		Leveraging the Power of LinkedIn Sam Mandolfo
11:15 am – 11:45 am		Break in the Exhibitor Hall
<mark>11:45</mark> am – 1:15 pm		Awards & Lunchnote – "A Piece of the Puzzle," Eight Traits of a Quality Teammate Kevin Kush
1:15 pm – 2:15 pm	Breakout Sessions	Leading with Integrity: The Power of Walking Your Talk Janyne Peek Emsick, PhD & Gene Pease
		Reporting Standards for Your Organization's Human Capital Metrics Michael Echols, PhD
		Financial Planning as a Benefit: Making Your Hard Work Worth it
		R. Scott Darrah CFP™, ChFC, CLU
		Exceptional Leadership: A Look Behind the Curtain Kim Hoogeveen, PhD
2:15 pm – 2:45 pm		Break in the Exhibitor Hall
2:45 pm – 3:45 pm	Breakout Sessions	How to Align People Strategies with Business Goals Jennifer Murnane, PhD & Gene Pease
		Strategies for Workplace Immigration Compliance Ryan J. Sevcik, JD
		The Employee from Hell Scott Preston, JD
		Fast 4ward Your Learning Scott McKenzie, MS
3:45 pm – 4:45 pm		Endnote – Recharge by Rising to Real Leadership Dr. Kimberly Alyn
5:00 pm – 6:30 pm		Reception: Hot Shops (Ollie the Trolley 4:45 pm – 6:45 pm)
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Day 1 keynofe & Endnofe Speaker & Dr. Kimberly alyn



Dr. Kimberly Alyn is a best-selling author and an international professional speaker. She is the author of 11 books, including *How to Inspire People to Achieve More, How to Deal With Annoying People* (with Bob Phillips, PhD), *Discover your Inner Strength* (with contributors Stephen Covey, Ken Blanchard, and Brian Tracy), and *Men are Slobs, Women are Neat... and other Gender Lies that Damage Relationships* (with Bob Phillips, PhD). She has also developed and produced numerous CD/DVD productions on a variety of topics. Dr. Alyn has been a contributing author to a variety of magazines and has been quoted in prominent books and publications like *Cosmopolitan*. An advocate of life long learning, Dr. Alyn has her Bachelor's Degree in business management, her Master's Degree in organizational management and her Doctorate Degree in organizational management with a specialty in leadership. Dr. Alyn has over 20 years of experience with speaking, training, educating and entertaining audiences.

DAY I LUNCHNOTE SPEAKER A KEVIN KUSH

Mr. Kush is the head football coach at Boys Town High School, a school for troubled and at-risk youth in Omaha, Nebraska. In addition to his coaching and teaching duties, Coach Kush speaks to a variety of groups including teachers, youth organizations and companies. He has keynoted presentations across the U.S. to companies such as Union Pacific, Yahoo, Nebraska Medical Center, EMC Insurance and Lending Tree. Mr. Kush holds a Bachelor of Science from the University of Nebraska at Omaha in marketing and business education, and a Master of Arts from the University of Nebraska in vocational and adult education. He has been involved in teaching and coaching for 24 years and in 2005 was featured on *ABC World News Tonight* as their Person of the Week. He is the author of 2 books: *The 100 Yard Classroom* and *Competing With Character*.



Day 2 - Keynotes & Breakout Sessions Friday, September 14 7:00 am - 9:00 am Registration and continental breakfast 7:30 am – 8:30 am Early Bird Session (optional): Accountability – Getting Employees to Own Results | Bonnie Cox 9:00 am - 10:00 am Review of Agile and HR's Role in the Transformation | Sally Elatta **Breakout** Sessions Legal and Employment Law Updates | Scott Moore, MS, JD HR Strategies for Turbulent Times | Robert J Greene, PhD, SPHR, GPHR, CCP, CBP, GRP Harnessing High Engagement for High Potential | Bob Nelson, PhD 10:00 am - 10:30 am Break in the Exhibitor Hall 10:30 am - 11:30 am Effective Facilitation for Group Collaboration | Sally Elatta **Breakout** Sessions HR in Your Face(book)! | Craig Garret, SPHR Can You Manage Conflict to Reach Resolution | John Stoker, JD, MOA Healthcare Reform - Looking Toward 2014 | Bill Barclay, BSBA, LUTCF 11:30 am - 12:30 pm Lunch in the Exhibitor Hall 12:30 pm - 1:30 pm Hot Water Rising: When Should HR Professionals Involve Counsel Jan McGee, BS, SPHR, CCP & Julie Schultz Self **Breakout** Sessions Do You Ruin Everything by Being You | John Stoker, JD, MOA Receiving and Providing Reference Checks in the Wake of LB959 | Scott S. Moore, JS, JD & Chris Hedican, MBA, JD Transitioning Customer Service Teams for Success with Gen Y | Kevin Childs 1:30 pm - 3:00 pm Endnote - Everything You Ever Wanted to Know About Employment Law | Mark Toth, JD Grand Prize Drawing

DAY 2 ENDNOTE SPEAKER 7 MARK FOTH. JD

Mark Toth has served as ManpowerGroup North America's Chief Legal Officer since 2000. Mark is a recognized expert on legal issues affecting the U.S. workplace and has been interviewed by *The Wall Street Journal, Newsweek, Business Week, 60 Minutes* and many others. His award-winning blog has several thousand visitors each week and was recently named one of the Ten Best Corporate Blogs in the World. He "tweets" to more than 8,000 followers on Twitter, publishes an Employment Law Alert to more than 7,000 subscribers and hosts a quarterly webinar that regularly attracts several thousand attendees. Mark has been named to the Society of Human Resource Managers' national highest-rated speaker list three years in a row, was named One of the Ten Most



Intriguing People in the Employment Services Industry by *Staffing Review* Magazine and was named One of the Top 100 Most Influential People in Staffing by *Staffing Industry Analysts*. Mark is a past Chair of the American Staffing Association and is also a certified Senior Professional in Human Resources.

DAY I BREAKOUT SESSIONS Thursday, September 13, 2012 | 8:30 am - 4:45 pm

10:15 am - 11:15 am

Social Media and the Law

Presented by Kellie Lieurance, JD Today, employers are faced with employees who "blog," "tweet" and use social networking sites for both work and non-work related purposes. This session will explore the employment issues related to regulating social media use



in the workplace, advise on the importance of carefully crafted policies to minimize risk, and discuss the legal issues that arise when the employer uses social media for its employment decisions.

The Future of HR: What's Next for the Profession? Presented by Nancy Conway, SPHR



For most organizations today, the business focus has shifted from shortterm survival to long-term sustainability as the U.S. and global economy continue to recover slowly from the 2008-2009 recession. Achieving sustainability will be a true test of HR leadership in the uncertain economy ahead. In this

presentation, we will explore four major challenges HR professionals are facing today and a two-part strategy for turning the challenges into opportunities for your organization. In addition, we will look at a case study of Deloitte LLP, where the strategies have brought impressive bottom-line results, as well as employee retention, engagement and productivity.

Lean but Agile: Rethink Workforce Planning & Gain a True Competitive Edge

Presented by Jim Graber, PhD & Rick Ginie, MA If your organization is like most others today, you are being asked to do more with less, to maximize efficiency within the constraints of a lean staff and stringent budget. The U.S. economy is showing some signs of



slow recovery and growth. However, intensifying worldwide competition and rapidly changing technology virtually guarantee a continuation of uncertainty. We won't be returning to the comfortable, stable environment of the past.

Today, leading the pack, or just remaining competitive, does require a significant shift in the way we do business. Many

current efforts are focused on cutting costs, but they run the risk of reducing organization capacity. If you want to keep your business lean and still achieve superior results, the lean but agile approach deserves your consideration.

Leveraging the Power of Linkedin Presented by Sam Mandolfo

In this highly entertaining and informative presentation, Sam will tell the story behind the world's largest and fastest growing professional network. You'll learn where LinkedIn is today, where they're heading and how it will affect your company. He'll



also dive deep into the LinkedIn functionality that every HR professional should know. Learn about LinkedIn Groups, Company Profiles, Polls, Events, Applications and more. You will leave with new insights into how you can leverage the power of LinkedIn to be more productive as well as a sneak peek into some of LinkedIn's future plans. Don't miss this exciting presentation by an actual LinkedIn employee!

1:15 pm - 2:15 pm

Leading with Integrity: The Power of Walking Your Talk Presented by Janyne Peek Emsick, PhD



Integrity implies congruence between the inner world of intention and the public world of action – between our "talk" and our "walk." As HR leaders, we are called on to implement and manage initiatives that align employees with our organization's vision, values and goals – initiatives essential to organizational health and success. HR

leadership has a unique responsibility to demonstrate integrity in the departments we lead. If we are not models within our own spheres of influence, our own departments, what is the impact on credibility as we champion these initiatives throughout our organizations?

Reporting Standards for Your Organization's Human Capital Metrics

Presented by Michael Echols, PhD Evidence shows that human capital has an impact on organizational success. While many aspects of human capital



are difficult to measure, there are useful metrics to assist today's leaders. Learn about this ANSI reporting standard that provides guidelines to understand and implement human capital metrics. Learn each of the six reporting areas including definitions and the details that make up each one. In some cases the metrics will simply confirm what we already know; in other cases they will provide an early warning sign of trouble or else evidence of underlying strength that might otherwise be overlooked. These metrics are practical, useful and reasonable giving HR professionals a baseline for executive discussions regarding human capital investments.

Financial Planning as a Benefit: Making Your Hard Work Worth It

Presented by R. Scott Darrah, CFP[™], ChFC, CLU This presentation provides an overview of the current environment of employee benefits, including increased costs to provide benefits and trends toward consumerism (i.e. employees needing to take a stronger role in making benefits choices). The presentation demonstrates the value of financial planning as an employee benefit that can help increase effective benefits utilization and employee engagement.



Exceptional Leadership: A Look Behind the Curtain Presented by Kim Hoogeveen, PhD



Dr. Hoogeveen is the CEO who founded and led Omaha's four time #1 Best Place to Work company. He will share some of the key leadership principles that engender such a remarkably positive and healthy work environment. A strong advocate for a leading role for HR within the organizational structure, he will explain how HR can and

should play a leading role in creating and protecting a company that will not only survive, but thrive!

2:45 pm - 3:45 pm

How to Align People Strategies with Business Goals Presented by Jennifer Murnane, PhD & Gene Pease



What if you could deploy a leadership development initiative and link its impact to an improvement in financial results? Aligning people strategies with business strategies has become the stated goal of nearly every contemporary HR practitioner, in organizations large and small. Alignment is critical if the organization intends to develop

and deploy people strategies that can impact the business. To get beyond the talk of alignment and start acting on it, logical relationships between investments in people and the business strategy need to be defined. A causal chain needs to be created. And doing this means getting outside the walls of HR and engaging a cross-functional team to help define these links. This interactive presentation walks participants through the alignment process



and how to develop an alignment strategy. Participants will be able to recognize leading indicators and identify the crossfunctional team that is needed to deploy this strategy. Realworld case studies will be discussed to show the methodology behind an alignment process.

Strategies for Workplace Immigration Compliance

Presented by Ryan J. Sevcik, JD During this breakout session, participants will learn strategies for complying with various immigration-related rules and regulations that affect all businesses with employees. A portion of this session will be devoted to summarizing the "alphabet soup" of nonimmigrant visa categories and



discussing tips for effective management of the temporary and permanent visa processes for foreign national workers. This session will also highlight best practices with respect to Form I-9 compliance and summarize recent enforcement strategies being utilized by Immigration and Customs Enforcement (ICE).

The Employee from Hell



Presented by Scott Preston, JD We are all familiar with "employees from hell" and the havoc they inflict upon the workplace. And, in the new economy, it has become increasingly harder to get rid of these employees who have nowhere to go. As companies demand greater efficiency and productivity, employees who fail to keep

up become toxic, manipulating legal protections or file "pretaliation" claims to avoid termination. Their constant negativity damages morale and saps company resources. This session provides practical strategies for responding to and eliminating the Employee from Hell.



Fast 4ward Your Learning

Presented by Scott McKenzie, MS This session will provide the powerful benefits of cloud based e-learning with a focus on the advances in professional development and skillset enhancement through short engaging streaming video.

DAY 2 BREAKOUT SESSIONS Friday, September 14, 2012 | 9:00 am - 3:00 pm

7:30 am - 8:30 am *Just Added*

Accountability - Getting Employees to Own Results



Presented by Bonnie Cox

This workshop is an educational tool for HR professionals looking for a cost-effective solution to set performance expectations and hold employees accountable, resulting in increased productivity. The goal is to coach employees from playing the Blame Game to using proactive language that accepts personal responsibility for outcomes and

results. Participants will learn the importance of personal accountability, as well as the steps required to change mindsets and word tracks. Getting the employee to make proactive choices (rather than reactive, blaming choices) will ensure improved morale and increased productivity.

9:00 am - 10:00 am Review of Agile and HR's Role in the Transformation

Presented by Sally Elatta

Have you heard the latest buzz about Agile, Scrum and Lean methods? Did you know Gartner has predicted that 80% of all IT projects will be moving towards Agile in the next few years? Agile methods focus on delivering customer value using highly collaborative cross-functional teams that



are focused on delivering results predictably. Agile and Lean methods require a process transformation, but most importantly a 'people' transformation, since these methods encourage the creation of high performing cross-functional teams that usually worked in their own silos. Through this engaging presentation, Sally Elatta, President of Agile Transformation Inc. will provide an overview of what Agile, Scrum and Lean methods are about and give you a look into some statistics of why organizations are making this move. We will also address the HR role in this transformation and challenge you to think outside the box when it comes to our current reward systems and hiring practices. If your company is moving to Agile methods or even considering it, then this session is for YOU!

Legal and Employment Law Updates

Presented by Scott Moore, MS, JD Changes in labor and employment law are immense. This session will focus on regulatory changes, new case law and statutory modifications which are driving the focus of HR.



HR Strategies for Turbulent Times

Presented by Robert J Greene, PhD, SPHR, GPHR, CCP, CBP, GRP The roller coaster environment of the last decade has called into question how organizations can formulate and execute HR strategies that will be effective now and into the future. Serial downsizing and fighting talent wars has left many organizations with a diminished brand and with a workforce that is not fully committed to achieving critical objectives. Strategies for building and sustaining workforce viability are explored in this session.

Harnessing High Engagement for High Potential

Presented by Bob Nelson, PhD

Despite the considerable amount of time and effort companies put into developing their High Potentials, studies show that most of those individuals remain unengaged in their work and continue to actively pursue other opportunities. In the last year 30% of High Potentials have changed jobs, a number that is expected to increase as the



economy improves. Over 50% of executives currently feel their organizations are ineffective at managing and keeping top talent and 90% of CEOs rank a retention plan for the organization's High Potentials as a top priority for HR.

10:30 am - 11:30 am

Effective Facilitation for Group Collaboration Presented by Sally Elatta

Did you know that many judge your effectiveness and leadership skills by how well you run your meetings? The key to a successful collaborative group session is having an effective facilitator who can organize the meeting, control it and skillfully guide the team towards achieving their goal for the session. You may think "I already know how to facilitate group sessions," but you will be surprised at the statistics and costs of how many meetings we all attend, yet how little of them are actually effective in terms of reaching their goal! Join us in this highly engaging and interactive session where Sally Elatta, President of Agile Transformation Inc., demonstrates highly effective group collaboration activities for information gathering and shares real world tips for managing dysfunctional behavior and reaching group consensus. You are guaranteed to leave with practical real world techniques you will use to transform your collaborative sessions, in addition to some valuable activity card handouts!

HR in Your Face(book)!

Presented by Craig Garrett, SPHR

Come hear the experiences and results of one middle-aged HR professional's attempt to become relevant with and actually benefit from the use of social media as it relates to the HR profession. Just six short months ago, Craig Garrett, SPHR launched himself



into a completely, non-scientific study of social media. This entertaining and informative session promises to guide you through the social media maze and help you develop a strategic social media program within your organization. Craig will share his thoughts on books and resources he used as well as passages from his own *Social Media Journal*. As an aside, he'll share how much his "coolness" factor has increased with his teenage kids...yeah right!



Can You Manage Conflict to Reach Resolution Presented by John Stoker, JD, MOA

Someone once said, "If necessity is the mother of invention, then conflict is the father." Conflict is the by-product of being uniquely different. Each of us has different values, experiences, perceptions, likes and dislikes, wants, needs, biases, and goals.

Despite our differences, conflict usually emerges when a person perceives that the achievement of their goals is being blocked by another person who is trying to achieve their goals. When this occurs, people usually become emotional and then irrational. Then both sides dig in their heels and struggle to create a resolution in an effective manner. Our inability to resolve conflict frequently leads to resolution through contention, confrontation and coercion rather than contribution, cooperation and collaboration. Effective conflict resolution is vital skill for those who work with others.



Healthcare Reform - Looking Toward 2014

Presented by Bill Barclay, BSBA, LUTCF Exchange: The new state-ran exchange available to individuals and small businesses. How will this be utilized? Will companies drop their group health plans and send employees to buy in the exchange? How will the subsidies work? Employer Requirements:

The law required employers with more than 50 employees to provide minimum essential coverage for full-time employees and dependents. How much are the fines? What is 'actuarial value'? What if my employees qualify for subsidies? Benefit Requirements: Plans sold on the exchanges must meet certain actuarial values known as Bronze, Silver, Gold or Platinum level coverage. How is actuarial value determined? Are there actuarial value requirements on my group health plan?

12:30 pm - 1:30 pm

Presented by Jan McGee BS, SPHR, CCP &

Hot Water Rising: When Should HR Professionals Involve Counsel



Julie Schultz Self Knowing when to ask for help from legal counsel is a judgment call that, gone wrong, can be costly to an organization. This session provides insight on which



workplace situations can be comfortably

handled utilizing your HR expertise, which should send you diving toward your employment attorney speed dial, and how best to assess the gray zone in between. Hear perspectives from both an HR professional and legal counsel on this topic.

Do You Ruin Everything by Being You?

Presented by John Stoker, JD, MOA

We sometimes have a hard time talking and connecting with people. Because we are all uniquely different, our communication style may be offensive to others or their style may offend us. Even though we don't intend to offend others, the way in which we think, communicate and behave often becomes more of a barrier than we realize. Our individual differences show up in a display of different "interaction" styles that are often misinterpreted. Understanding the differences in individual styles allows us to communicate and connect in a way that mutual understanding and respect is enhanced.

Receiving and Providing References in the Wake of LB959

Presented by Scott S. Moore, JS, JD & Christopher R. Hedican, MBA, JD

LB959 changed the landscape of providing and receiving employee references in Nebraska. This session will provide attendees a strategy for providing and receiving references while reducing an employer's legal exposure.



Transitioning Customer Service Teams for Success with Gen Y Presented by Kevin Childs

Call centers pay a high price to find, hire and train agents. Due to this, companies have focused on lowering attrition through employee retention efforts. However, for the most part, call centers have not changed how they function, which puts them at direct odds with today's up-and-coming workforce – Generation Y. Y is different from previous generations. They not only want more from life; they demand it. They are self-confident and sufficient, tech savvy, always looking for self-development opportunities and are high performers. They require more work-life balance, more flexibility at work, advancement opportunities and a say in what's going on around them. Successful call center groups will make adjustments to their management styles, policies and procedures in order to work effectively and get the most out of these employees.

ADDITIONAL INFORMATION

Exhibitor and Attendee Reception

Thursday, September 13, 2012, 5:00 pm – 6:30 pm at "Hot Shops." Whether you plan to participate in one or both days of this spectacular conference, you'll want to join us for the opening reception on Thursday evening at the Hot Shops Art Center, approximately 92,000 square feet of art, located just north of the CenturyLink Center. The Art Center includes three anchor "hot shops" (where pottery, fused and blown glass and sculptures are created) 50 art studios, four art galleries and many exhibition spaces. We'll have a chance to see artists at work, creating amazing pieces right before our eyes! For more information on the Hot Shops visit www.hotshopsartcenter.com.

Conference Details

Visit www.shrm-ne.org to register for the conference. Go to the State Conference section to learn all about the conference and register. All registrations must be completed online before September 7. (Early bird registration is prior to August 25.) After September 7, all registrations must be completed the day of the conference at the CenturyLink Center. When paying by credit card, you will receive a confirmation, and your credit card will be charged by PayPal. If you do not receive a confirmation, your credit card will not be charged. If you are having problems registering, please contact Alisha Swanson at aswanson@nebraskaortho.com.

Location

CenturyLink Center Omaha 455 North 10th Street Omaha, NE 68102

Cancellations

Cancellations must be received by September 1, for a full refund. After September 1, a \$50 processing fee will be charged. Cancellations received after September 8 and no-shows are non-refundable and will be invoiced.

Parking

FREE PARKING for Day 1 (Thursday)! Courtesy of One Source, The Background Check Company.

Membership Pricing (available to SHRM members and/or local chapter members - HRAM, LHRMA, Central NE, GPHRMA, NAHRA, CAHRA)

	Early Bird – Prior to August 25	After August 25
1 Day Only	\$169	\$209
Both Days	\$278	\$318

Non-Member Pricina

	Early Bird – Prior to August 25	After August 25		
1 Day Only	\$209	\$249		
Both Days	\$318	\$358		

Escape to Palm Springs, California! This deluxe package includes:

Round-trip airfare for two from Omaha

- Grand Prize Stveaways 3-nights accommodations at La Quinta Resort and Spa in Palm Springs, CA
- Mid-sized car
- **Unlimited golf**
- Four 50 minute spa treatments

Aureus Group, Celebrity Staff and Baird Holm are proud to sponsor the Grand Prize Giveaway for the 2012 SHRM Nebraska State Conference!

Hotel Reservations*

Country Inn & Suites Omaha-Airport 2210 Abbott Drive Carter Lake, IA 51510 712.347.5600 Hotel Front Desk Ask for the SHRM Nebraska State Conference rate Group room rate is \$93.00 + applicable taxes

Holiday Inn Downtown

1420 Cuming Street Omaha, NE 68102 402.341.0124 Hotel Front Desk Ask for the SHRM Nebraska State Conference rate Group room rate is \$109.00 + applicable taxes

Hilton

1001 Cass Street Omaha, NE 68102 402.998.3400 Hotel Front Desk Ask for the SHRM Nebraska State Conference rate Group room rate is \$109.00 + applicable taxes

Courtyard Marriott

101 South 10th Street Omaha, NE 68102 800.321.2211 Hotel Front Desk Ask for the SHRM Nebraska State Conference rate Group room rate is \$99.00 + applicable taxes Free shuttle to the CenturyLink Center

*Most rooms must be booked prior to August 25th to receive conference rates

Attire/Materials

RELAXED Business Casual attire is suggested for all events. Layers are recommended to accommodate variance in room temperatures. Paper and pen/pencil are beneficial, and don't forget your business cards!

Recertification Credits

Workshops and conference sessions have been submitted for approval of recertification credit hours toward PHR, SPHR and GPHR (HRCI). Continue to check www.shrm-ne.org for up-to-date recertification credit information. For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.

THE 2012 SHRM NEBRASKA STATE CONFERENCE COMMUNITY PARTNER TEAMMATES

Raffle tickets can be purchased online or the day of the conference for a chance to win an autographed football signed by Tom Osborne. All proceeds go to benefit the Teammates mentoring program

The TeamMates Mentoring Program currently provides a mentor for over 5,000 youth across Nebraska, Iowa and California. To learn more about TeamMates please visit www.teammates.org. Tom and Nancy Osborne founded the TeamMates Mentoring Program in 1991 in an effort to provide support and encouragement to school aged youth. The goal of the program is to see youth graduate from high school and pursue post-secondary education. To reach this goal, youth meet one hour per week with a caring adult who serves as a mentor. Mentors are volunteers from the community who have dedicated themselves to making a difference in the life of a young person. Mentors give youth a sense of hope, purpose and vision.

TUANK YOU TO OUR 2012 SPONSORS

